



SAMPLE MESSAGE PLANNING

Audience	Key Message	Supporting Facts	Communication Channel
General Public	A pandemic flu is a worldwide flu outbreak.	<ul style="list-style-type: none">▪ Pandemic flu occurred 3 times in the last century.▪ Most scientists believe it's only a matter of time until there's another pandemic.▪ The flu spreads from person to person and is highly contagious.▪ Pandemic flu is expected to have a high death rate.	<ul style="list-style-type: none">▪ Department website▪ Fact sheet▪ Press release to newspaper, local TV
General Public	If the current Asian bird flu spreads to humans, no one will be protected.	<ul style="list-style-type: none">▪ The U.S. is working with the World Health Organization to take necessary steps to meet the threat of a flu pandemic.▪ Vaccine will not be available initially.▪ New vaccine production can take as long as 3-6 months.	<ul style="list-style-type: none">▪ Department website▪ Fact sheet▪ Press release to newspaper, local TV
General Public	We are prepared to respond with a flu pandemic plan in place.	<ul style="list-style-type: none">▪ We have stepped up disease tracking capabilities.▪ We have trained staff & partners to respond through mass dispensing drills based on county plans.▪ We are coordinating with federal agencies to receive and distribute vaccine once it is made available.	<ul style="list-style-type: none">▪ Department website▪ Fact sheet▪ Press release to newspaper, local TV

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
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